

**AT A WORKSHOP OF THE TOURIST DEVELOPMENT
COUNCIL HELD IN AND FOR GADSDEN COUNTY,
FL ON JUNE 12TH, 2023 AT 4:00 P.M., THE FOLLOWING
PROCEEDING WAS HAD, VIZ:**

Present: Carolyn Ford, Chair-Person of Tourist Interest
Jeff Dubree, Tax Collector
Charles Williams, City Councilman
Brenda Holt, County Commissioner

Absent: Linda Dixon, Tax Collector
Peter Patel, Tax Collector
Ronte Harris, Commissioner

Staff Present: Leslie Steele, TDC Administrator
Clayton Knowles, County Attorney
Adriana Quijada, Deputy Clerk
Marcella Blocker, Deputy Clerk

1. WELCOME

Chair Ford called the meeting to order at 4:18 pm.

2. INVOCATION/ PLEDGE OF ALLEGIANCE

Chair Ford led into the pledge of Allegiance to the U.S. Flag.

3. WORKSHOP

a. Introduction Overview

b. Branding Presentation (Dante Fillyau and Michael Hall, Medium Four)

c. Special Events 200 Year Anniversary, Crappie Tournament and Other Event

Ms. Steele stated they would not have a regular meeting due to the two new members not being confirmed yet. She stated they will go through the second part of the Branding presentation and also discussing special events.

Mr. Fillyau and Mr. Hall started the Branding Presentation. They presented logos that they came up with for the Gadsden County sign. Mr. Fillyau stated the primary objectives they had for this was to reflect cultural arts, highlight outdoors, and embracement for Blues music.

Mr. Hall asked if they would like to go through all of them first and then go back and review and discuss or would they like to discuss each one as they go through them. Chair Ford stated to go through all of them first then discuss. Mr. Hall and Mr. Fillyau showed them logos that they came up with.

Chair Ford asked if there was some kind of rule where they could not put the heart in red. Mr. Fillyau stated no, it was just the color they chose to stick with the brand guidelines.

Mr. Dubree asked Medium Four if they had favorites. Mr. Hall stated number two would be his favorite because it could get into the elements of the G Clef.

Mr. Dubree stated he personally liked the G Clef because it touches on a lot more things. He liked the modern font and the diversity on it.

Commissioner Holt stated she liked the fact that the G Clef was not straight. The red would be perfect for the heart. She stated the last two were boring to her.

Chair Ford stated it did not represent Gadsden County to her. She needed a farm or something. She stated they have nice farmers and cotton fields. She stated she did like the trees and the water on the logo.

Commissioner Holt stated if she had to read that logo in the sun, she would not be able to see the gold. She stated they need to highlight small county, big heart. Mr. Hall stated the yellow would not get lost in the logo. There were no other colors that could represent the things they want.

Commissioner Holt stated with a heart, she first thinks of the color red. Mr. Hall stated they could change the heart to red and the words that say big heart to red as well. Commissioner Holt asked if they could send them one with the colors changed.

Mr. Dubree asked what would red do to the logo. Mr. Hall stated nothing, it would not really hurt it.

Ms. Steele asked what kind of green were they going to change it to. She stated the trees were hard to see with the dark green. Mr. Hall stated they were still in phase one and could still change it to light green and have a dark green accent.

Ms. Steele asked what other changes do they want to do besides making the heart red. Chair Ford wanted to go back to number one. Ms. Steele stated logos three and four were her favorite.

Ms. Steele asked if they could change the heart to red and they were almost there with choosing the final logo. Mr. Hall stated they will change the colors now and show them.

Ms. Steele stated changing the heart to red made a big difference. Chair Ford stated she wanted the words Big Heart in red.

Ms. Steele stated they would get in contact with them for the final two logos. She stated they will vote on this once they get two of their members sworn in on Tuesday. She thanked them for coming and stated they will start the beginning phase.

Ms. Steele stated there were some requests for funding of reunions. She stated they have to use marketing dollars. Ms. Steele stated she wanted to bring up Crappie tournament first because Matt Perez from the 200-year anniversary crew was present.

Matt Perez appeared and stated he has secured a Band. He stated it was normally \$400 to perform. He had not talked to anyone about the location.

Ms. Steele asked if they could identify the location for the Band.

Ms. Holt asked if it was a County sponsored event. Ms. Steele stated yes, it is a TDC sponsored event.

Ms. Steele stated \$103,00 is not enough for marketing. Commissioner Holt asked if they could get an adjusted budget? Ms. Steele stated yes.

Matt Perez asked what date would they like the Band to play. Commissioner Holt stated maybe on that Friday.

Commissioner Holt stated if they wanted to encourage local people, most of them would be working. The children's activities could be any day.

Ms. Steele stated there were some requests in their packets. She stated there was one for \$413 from the Hall of Fame committee.

Commissioner Holt asked why were they doing a souvenir book? She asked about marketing out to get them to come in. She stated she thought they were marketing outside of the County to get people to come in and spend their money.

Ms. Steele stated if that was the discretion of the Board, she would do whatever they need to do. She stated in terms of the souvenir booklet, the requested amount was \$3,174 but they were not able to vote on that tonight. She stated the next application was the Budget overview for Hall of Fame in the amount of \$7,000. She stated she received an email which was included in the packet that stated they spent \$433 on marketing. That was going to be submitted to them for consideration.

Commissioner Holt asked if they did not do the radio ads. Ms. Steele stated yes, they did. Commissioner Holt asked how did they do it for the radio ads. Ms. Steele stated the person was going to send all that stuff over.

Ms. Steele stated they were aware that Black History generated a tremendous amount of dollars for their budget. That month saw a drastic increase in their marketing.

Mr. Knowles verified that the question was if they could use that for those reunions. Ms. Steele stated yes.

Mr. Knowles stated he believed they could under Sub section 3.

Commissioner Holt stated that when they advertise, they need to make sure they know to put TDC on their logo. They need to get with venues that are providing the beds that they have not issued a card for them to report it to them.

Mr. Dubree stated not many people book at hotels, more on travel sites.

Ms. Steele stated typically for family reunions, you book a slot of rooms under that reunion's name. Commissioner Holt stated they needed to make more effort to improve their verification. Mr. Dubree stated it may help if they were stricter and let everybody know exactly what they will pay for.

4. NEXT SCHEDULED MEETINGS

Ms. Steele asked when do they want to meet again. She stated the Commissioners are out all July. She stated maybe that first week of July.

Commissioner Holt stated the last Monday of the month. Ms. Steele stated that was fine.

5. ADJOURNMENT

THERE BEING NO FURTHER BUSINESS TO COME BEFORE THE BOARD, CHAIR FORD DECLARED THE WORKSHOP ADJOURNED AT 5:55 P.M.

GADSDEN COUNTY, FLORIDA

CAROLYN FORD, Chair
Tourist Development Council

ATTEST:

NICHOLAS THOMAS, Clerk